



Contact: Jeff Bray /Megan Connelly  
[jbray@oandgpr.com/mconnelly@oandgpr.com](mailto:jbray@oandgpr.com/mconnelly@oandgpr.com)

954.964.9098

Larry Wahl

[lwahl@orangebowl.org](mailto:lwahl@orangebowl.org)

305.341.4718

January 6, 2009

**ORANGE BOWL COMMITTEE AND CITY OF MIAMI BREAK GROUND ON MOORE PARK  
RENOVATION IN CELEBRATION OF COMMITTEE'S 75<sup>TH</sup> ANNIVERSARY  
\$2.5 Million Contribution from Committee Matched by \$2.5 Million from the City of Miami  
to Construct Football Stadium at Moore Park As Legacy Gift to Community**



Photo Credit: Jorge R. Perez/City of Miami.

**MIAMI** – (Jan. 6, 2009 / [www.orangebowl.org](http://www.orangebowl.org)) – The Orange Bowl Committee and City of Miami today formally launched the renovation of historic Moore Park in Miami to commemorate the Committee's 75<sup>th</sup> anniversary.

Orange Bowl Committee President Danny Ponce and Chief Executive Officer Eric Poms were joined by Miami Mayor Manny Diaz, Gerry and James Moore, ESPN analyst Lee Corso, Atlantic Coast Conference (ACC) Commissioner and Bowl Championship Series (BCS) Coordinator John Swofford, corporate sponsor representatives and other dignitaries who took golden shovels in hand and officially broke ground

on a youth sports/high school football stadium, track and other improvements at Moore Park, located at 765 NW 36<sup>th</sup> Street in Miami, site of the first Palm Festival, predecessor of the FedEx Orange Bowl.

On January 2, 1933, a “crowd” of 1,800 watched from wooden bleachers erected at Miami’s Moore Park as the upstart University of Miami defeated Eastern football powerhouse Manhattan College, 7-0, during the inaugural “Palm Festival.” Two years later the Orange Bowl Committee was formed and the Palm Festival evolved into the Orange Bowl Festival and the FedEx Orange Bowl, a tradition that has lasted 75 years.

The park improvements are a “thank you” for the support given to the Orange Bowl Festival and game from its inception. To help underwrite the renovations, the Orange Bowl Committee (OBC) gave a Legacy Gift of \$2.5 million to the South Florida community, which was matched by the City of Miami, which is partnering with the Committee on the project.

In honor of that first game and the thousands of memorable moments the Orange Bowl has provided through the years, the Orange Bowl Committee is using this gift to celebrate its numerous milestones, not just to college sports, but the South Florida community.

“We conceived of this idea more than two years ago in anticipation of our 75<sup>th</sup> anniversary, to ensure a legacy that would provide a lasting benefit to the youth of South Florida,” Orange Bowl Committee president and chairman S. Daniel Ponce said. “We are pleased that the city of Miami has agreed to match our gift to create an unprecedented alliance between a municipality and non-profit organization.”

“With this gift from the Orange Bowl Committee, Moore Park will have a first class football stadium and running track for young athletes of the Liberty City and Allapattah communities,” said Mayor Manny Diaz. “I commend the Committee for making this investment in the future of our city and the City Commission for supporting this effort.”

As a nod to the origins of its storied history, the Orange Bowl Committee is teaming up with the City of Miami to construct a new field and related amenities in the place where the Orange Bowl tradition was born. The Moore Park project will include a new playing surface with synthetic field turf, running track that will host track and field events, 1,500 aluminum bleacher seats, press box with PA system, electronic scoreboard, field lighting, two restroom/concession buildings and storage structure.

The estimated cost of the total project is \$5.65 million. The additional funds necessary to complete the project will come from community and corporate sponsors, including AT&T and NCAA Football. Those interested in contributing to this community project should call 305.341.4700 or visit [www.orangebowl.org](http://www.orangebowl.org).

### **About the Orange Bowl Committee**

Celebrating its 75th anniversary, the Orange Bowl Committee is a not-for-profit, 333-member, primarily-volunteer organization. It is a self-sustaining, independent organization that supports and produces activities and events that enhance the image, economy and culture of South Florida. In addition to the 75th edition of the Orange Bowl Festival, which featured a year-round schedule of events culminating with the FedEx Orange Bowl on January 1, the Orange Bowl Committee will host the 2009 FedEx BCS Championship Game on Thursday, January 8. For more information on the 2008-09 Orange Bowl Festival and its events, log on to [www.orangebowl.org](http://www.orangebowl.org).

**TRADITION. ORANGE.**

**Orange Bowl Committee**  
**14360 NW 77<sup>th</sup> Ct., Miami Lakes, Florida 33016**  
**Tel 305.341.4700 Fax 305.341.4750 [www.orangebowl.org](http://www.orangebowl.org)**